

Department of Tourism

Agency Performance Dashboard

Q2 FY2018

Goal Met Key

✓ goal met, ✗ goal not met, ⌚ goal in progress. As determined by comparison of current data and target.

Trend Key

↑ trending in favorable direction, ↔ trend is holding, ↓ trending in unfavorable direction.

Economic Development

Increase the economic impact of visitor spending on Wisconsin's economy

Metric Definition

The total of direct, indirect and induced visitor spending.

Goal Met	Current	Previous	Target	Trend
✓	\$20 billion	\$19.3 billion (2015)	\$20 billion	↑

Reporting Cycle: Annual (calendar year)

Additional Details: Spending is defined as follows: direct (visitor spending on recreation, lodging, restaurants, and attractions); indirect (expenditures to business sectors that support tourism - food wholesalers, farmers, publishing); and induced (benefits to the economy as tourism employees spend money earned in the local economy). Research is conducted by Longwoods International and Tourism Economics and will be available in May for the previous year.

Generate earned media to promote travel opportunities in Wisconsin

Metric Definition

Value of media coverage earned based on cost to buy an ad in the same space.

Goal Met	Current	Previous	Target	Trend
✓	\$41.5 million	\$40 million	\$62 million	↑

Reporting Cycle: Quarterly (October 1, 2017 - December 31, 2017)

Additional Details: Target is annual. This has an impact on the state economy, job creation, and elevates our budget to be competitive with other states. There are seasonal fluctuations in media coverage.

Increase visitor spending from international markets

Metric Definition

Economic impact/visitor spending of international and Canadian visitors.

Goal Met	Current	Previous	Target	Trend
✓	\$650 million	\$550 million (2015)	\$700 million	↑

Reporting Cycle: Annual (calendar year)

Additional Details: Research is conducted by Longwoods International and Tourism Economics and will be available in May for the previous year.

Reform and Innovation

Fans who like Travel Wisconsin Facebook page

Metric Definition

Number of fans who like the Travel Wisconsin Facebook Page.

Goal Met	Current	Previous	Target	Trend
✓	476,455	469,717	473,750	↑

Reporting Cycle: Quarterly (October 1, 2017 - December 31, 2017)

Additional Details: Social media is an effective communication channel and consumers expect brands to provide information in this manner. There are seasonal fluctuations and are dependant on marketing plans.

Increase visits to travelwisconsin.com

Metric Definition

People who visit travelwisconsin.com for events, articles, and seasonal reports.

Goal Met	Current	Previous	Target	Trend
✗	1.9 million	1.9 million	2 million	↔

Reporting Cycle: Quarterly (October 1, 2017 - December 31, 2017)

Additional Details: Traditional marketing along with innovative email, digital, and content marketing are driving traffic to our website to get more information. There are seasonal fluctuations. This number is up from the same period last year.

Efficient and Effective Services

Customer service training

Metric Definition

Number of individuals trained in customer service.

Goal Met	Current	Previous	Target	Trend
✓	401	265	368	↑

Reporting Cycle: Quarterly (October 1,2017 - December 31, 2017)

Additional Details: Exceptional customer service enhances the visitor experience in Wisconsin. People trained come from many economic sectors including health care, finance and insurance.

Community tourism assessments

Metric Definition

Number of completed destination assessments.

Goal Met	Current	Previous	Target	Trend
✗	1	3	2	↓

Reporting Cycle: Quarterly (October 1,2017 - December 31, 2017)

Additional Details: Through a strategic planning process, tourism amenities are identified and development projects planned.

Open and Transparent Government

Total number of public records requests received

Metric Definition

Total number of public records requests received from 12am CST, July 1, 2017 through 11:59pm September 30, 2017.

Current	Previous	Trend
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0

0



Reporting Cycle: Quarterly (October 1, 2017 - December 31, 2017)

Additional Details: Executive Order #235 requires agencies to post public records metrics. Requests may be received verbally or in writing and are logged by the agency when received.

Total number of public records requests completed

Metric Definition

Total number of public records requests completed from 12am CST, July 1, 2017 through 11:59pm September 30, 2017.

Current**Previous****Trend**

0

0



Reporting Cycle: Quarterly (October 1, 2017 - December 31, 2017)

Additional Details: Executive Order #235 requires agencies to post public records metrics. Completed or closed means no further action is required by the agency. Requests completed during this reporting cycle may have been initiated during a previous quarter.

Average time taken to fulfill public records requests

Metric Definition

Total time taken (in business days) to fulfill public records requests divided by the total number of public records requests completed in this reporting cycle (from 12am CST, April 1, 2017 through 11:59pm June 30, 2017).

Goal Met**Current****Previous****Target****Trend**

N/A

0

0

Set by Agency

N/A

Reporting Cycle: Rolling average updated quarterly (October 1, 2017 - December 31, 2017)

Additional Details: Executive Order #235 requires agencies to post public records metrics. This metric includes requests fulfilled this quarter although the requests may have been initiated in a previous quarter. Weekends, legal holidays, time spent waiting due to an open investigation or assessment, time spent waiting for payment of invoices, and time spent waiting for clarification from requestor are not counted in total business days. Requests received and fulfilled within one business day are calculated as zero days. Fulfilled means no further action is required by the agency.

Percentage of public records requests acknowledged within one business day

Metric Definition

Percentage of public records requests sent to the agency's primary public requests inbox and acknowledged by the next business day (received from 12am CST, April 1, 2017 through 11:59pm June 30, 2017).

Goal Met	Current	Previous	Target	Trend
N/A	N/A	N/A	100%	N/A

Reporting Cycle: Rolling average updated quarterly (October 1, 2017 - December 31, 2017)

Additional Details: This does not include requests sent via channels other than the primary public requests inbox. Acknowledged is defined as a response sent back to requestor by the next business day. Business days do not include weekends or legal holidays.

Percentage of current employees completing public records training

Metric Definition

Percentage of current employees that completed public records training by March 1 of each calendar year.

Goal Met	Current	Previous	Target	Trend
✓	100%	N/A	100%	N/A

Reporting Cycle: Annual (March 1, 2016 - February 28, 2017)

Additional Details: Public records training is available to state employees via our enterprise learning management system. All state employees (permanent, project, and limited term) are required to complete this training. This metric is measured annually on March 1 for employees that started before February 1. Data does not include employees who completed the training, but left employment before the end of the reporting cycle.

Percentage of new employees completing public records training

Metric Definition

Percentage of new employees that completed public records training within 30 calendar days of their start date.

Goal Met	Current	Previous	Target	Trend
✓	100%	100%	100%	↔

Reporting Cycle: Rolling average updated quarterly (October 1, 2017 - December 31, 2017)

Additional Details: Public records training is available to state employees via our enterprise learning management system. All new state employees (permanent, project, and limited term) are required to complete the training within 30 calendar days of their start date.

Percentage of exiting employees that received notice of public records retention obligations

Metric Definition

Percentage of exiting employees that received notice of public records retention obligations on or before last day of employment.

Goal Met	Current	Previous	Target	Trend
✓	100%	100%	100%	↔

Reporting Cycle: Rolling average updated quarterly (October 1, 2017 - December 31, 2017)

Additional Details: It is required that all exiting employees receive notice of public records retention obligations on or before last day of employment.